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FOR IMMEDIATE RELEASE

City seeking input from Barrie businesses through annual employer survey

(Barrie, ON) – The City of Barrie is conducting its annual Business & Employer Data Survey and invites businesses to take part. Starting today, City employees will conduct door-to-door engagement with brick-and-mortar businesses located in the commercial and industrial areas, to gather information and insights.

Data collected from this survey is used to update the City's online business directory. Survey results also allow for monitoring of key business sectors and employment trends, while planning for future infrastructure and transportation needs.

"The Business & Employer Data Survey helps the City better understand Barrie's evolving business landscape," said Stephannie Schlichter, Director of Economic Development. "The information we collect supports informed planning, strengthens business connections, and ensures Invest Barrie's services align with the needs of our economy."

Survey participation is voluntary and offers businesses the opportunity to grow business-to-business relationships, learn about new organizations, and be included in the directory. Survey participants get a free listing in the annual business directory along with access to updated local businesses data.

Business owners also have the option to fill out the survey online at buildingbarrie.ca/BusinessDataSurvey. The survey takes less than 10 minutes to complete, and is open until September 30, 2026.

Last year, staff visited more than 4,380 businesses which resulted in 3,750 survey responses. Health care and social assistance, manufacturing, retail trade, educational services, and professional, scientific and technical services were the top five industries (by full-time employment) identified in Barrie.

For more information on this year's survey or to review the 2025 Summary Report, visit investbarrie.ca/BEDS.

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For more information, please contact:
Melanie Rumley
Communications Advisor
melanie.rumley@barrie.ca
705-627-2702